

1 Claim 82 (original): The apparatus of claim 80 wherein the
2 at least one additional content item includes at least one
3 content relevant ad and at least one further additional
4 content item selected from a group consisting of (a) a news
5 article, (b) an excerpt of a news article, (c) a search
6 query, (d) a product review, and (e) an excerpt of a
7 product review.

1 Claim 83 (currently amended): The apparatus of claim 80,
2 wherein the additional item request is generated
3 automatically without a manual input from a user of the
4 client device ~~[[further comprising:~~
5 ~~e) means for storing the obtained at least one~~
6 ~~additional content item;~~
7 ~~f) means for accepting an additional content item~~
8 ~~request;~~
9 ~~g) means for reading the stored at least one~~
10 ~~additional content item using information from the~~
11 ~~additional item request; and~~
12 ~~h) means for serving the at least one additional~~
13 ~~content item read]]~~.

1 Claim 84 (currently amended): The apparatus of claim 80,
2 ~~[[83]]~~ wherein the at least one additional content item is
3 selected from a group consisting of (a) a news article, (b)
4 an excerpt of a news article, (c) a search query, (d) a
5 product review, and (e) an excerpt of a product review.

1 Claim 85 (currently amended): The apparatus of claim 80,
2 ~~[[83]]~~ wherein the at least one additional content item
3 includes at least one content relevant ad and at least one
4 further additional content item selected from a group

5 consisting of (a) a news article, (b) an excerpt of a news
6 article, (c) a search query, (d) a product review, and (e)
7 an excerpt of a product review.

1 Claim 86 (currently amended): Apparatus for facilitating
2 the serving of advertisements with electronic messaging
3 content, the apparatus comprising:

- 4 a) at least one processor;
5 b) an input device; and
6 c) at least one storage device storing a computer
7 executable code which, when executed by the at least
8 one processor, performs a method of
9 1) ~~[[a) means for]]~~ accepting a request for a
10 document including electronic messaging
11 content, ~~[[+]]~~
12 2) ~~[[b) means for]]~~ generating a request
13 identifier, ~~[[+]]~~
14 3) ~~[[e) means for]]~~ serving to a client device,
15 the requested document in association with the
16 request identifier, ~~[[+ and]]~~
17 4) ~~[[d) means for]]~~ obtaining at least one ad
18 relevant to the electronic messaging content,
19 5) ~~storing the obtained at least one ad,~~
20 6) ~~accepting an ad request,~~
21 7) ~~reading the stored at least one ad using~~
22 information from the ad request, and
23 8) ~~serving to the client device, the at least~~
24 one ad read.

1 Claim 87 (currently amended): The apparatus of claim 86,
2 wherein the ad request is generated automatically, without

3 a manual input from a user of the client device [[further
4 ~~comprising:~~
5 e) ~~means for storing the obtained at least one ad,~~
6 f) ~~means for accepting an ad request,~~
7 g) ~~means for reading the stored at least one ad using~~
8 ~~information from the ad request, and~~
9 h) ~~means for serving the at least one ad read]].~~

1 Claim 88 (original): The apparatus of claim 86 wherein the
2 electronic messaging content is content from one of (A) on-
3 line groups, (B) blogs, (C) message postings, and (D)
4 instant messaging.

1 Claim 89 (currently amended): Apparatus for rendering ads
2 in association with electronic messaging content, the
3 apparatus comprising:

4 a) at least one processor;
5 b) an input device; and
6 c) at least one storage device storing a computer
7 executable code which, when executed by the at least
8 one processor, performs a method of
9 1) [[a) ~~means for~~]] requesting a document
10 including electronic messaging content, [[+]]
11 2) [[b) ~~means for~~]] accepting the
12 document, [[+]]
13 3) [[c) ~~means for~~]] rendering the
14 document, [[+]]
15 4) [[d) ~~means for~~]] requesting at least one ad
16 relevant to the electronic messaging content of
17 the document, [[+]]

18 5) ~~[[e) means for]]~~ receiving from the web-
19 based e-mail serving system, the at least one ad,
20 [[+]] and
21 6) ~~[[f) means for]]~~ rendering the at least one
22 ad in association with the rendered document,
23 wherein the at least one ad is ~~[[are]]~~ rendered
24 after the electronic messaging content of the
25 document has already been rendered.

1 Claim 90 (original): The apparatus of claim 89 wherein the
2 electronic messaging content is content from one of (A) on-
3 line groups, (B) blogs, (C) message postings, and (D)
4 instant messaging.

1 Claim 91 (currently amended): Apparatus for facilitating
2 the serving of advertisements with electronic messaging
3 content, the apparatus comprising:

4 a) at least one processor;
5 b) an input device; and
6 c) at least one storage device storing a computer
7 executable code which, when executed by the at least
8 one processor, performs a method of

9 1) ~~[[a) means for]]~~ accepting a request for a
10 document including electronic messaging
11 content, [[+]]
12 2) ~~[[b) means for]]~~ generating a request
13 identifier, [[+]]
14 3) ~~[[e) means for]]~~ serving to a client device,
15 the requested document in association with the
16 request identifier, [[+and]]

- 17 4) ~~[[d) means for]]~~ obtaining at least one
18 additional content item relevant to the
19 electronic messaging content,
20 5) storing the obtained at least one ad,
21 6) accepting an ad request,
22 7) reading the stored at least one ad using
23 information from the ad request, and
24 8) serving to the client device, the at least
25 one ad read.

1 Claim 92 (original): The apparatus of claim 91 wherein the
2 electronic messaging content is content from one of (A) on-
3 line groups, (B) blogs, (C) message postings, and (D)
4 instant messaging.